



CALPEEK

CALIFORNIA POLITICAL WEEK

P.O. BOX 1468, BEVERLY HILLS, CA 90213
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(213) 659-0205

VOL. XII
No. 7

FEB 19, 1990

THE CALIF. POLL: DIFI IS THE FRONTRUNNER, BUT CAN SHE TAKE ADVANTAGE OF HER POSITION?

Editor's note: In what has to be one of the biggest turnarounds in polling, former S.F. Mayor Dianne Feinstein not only caught up with her chief Demo gubernatorial rival, AG John Van de Kamp, but also overtook GOP U.S. Sen. Pete Wilson as well — and right in the middle of Wilson's 4-day announcement tour. Here is CALPEEK's analysis...

...As political consultant Joe Cerrell has said on numerous occasions, "A poll is only as good as the day it was taken." In the case of the latest Calif. Poll(2/13) by Mervin Field, it shows DiFi in a 22 point turnaround over Van de Kamp from last October. The poll shows DiFi at 42% (up 7), VdK at 38% (down 15) and the UNDECIDED vote at 20% (up 8). Against Wilson, DiFi holds a 46% to 43% lead -- a 14-point turnaround from October. And the poll also shows Wilson now slightly ahead of VdK, 45% to 42%. That's a reversal too from October. All summed up, it's great news for DiFi...

...Why the turnaround? TIMING. DiFi's campaign was stuck at ground zero until she started an early TV blitz in So. Calif. on Jan. 22. Then on Feb. 5 Feinstein launched her 2-day announcement tour. During much of this time, pollsters were still in the field surveying voters. Thus the combo of FREE & PAID media was certainly a major factor in influencing the polling...

...What's DiFi's next move? Insiders suggest Feinstein should now put the pressure on two groups of Democrats: the ELECTED OFFICIALS who have been fence-sitting; and the major Demo CONTRIBUTORS who have been waiting to see which way the political winds are blowing. Demo Assembly Speaker Willie Brown jumped aboard DiFi's bandwagon the same day the Calif. Poll was released. Of the two target groups, FAT CATS are the

most important because Feinstein needs more money to stay on the tube...

...As for her message, that's clear: if this polling holds, she's not only stronger than VdK, but has as good a chance to beat Wilson in November. Several GOP sources have suggested for some time that of the two Demos, DiFi presents the bigger problem for Wilson because she is NOT vulnerable on the CRIME issue. Indeed, a reliable source told CALPEEK that GOP polling (done about 15 days go) shows Wilson having problems with DiFi in November. The poll also shows VdK ahead of DiFi, but the former S.F. mayor was closing ground...

...Bottomline: VdK's support is like the American Trader's oil spill — it's widespread, but not very deep. As for DiFi, one poll does NOT make a campaign, but it certainly has made this Demo primary a more interesting contest. Stay tuned...

SCA 1 UPDATE: WITH CBIA ALMOST READY TO DROP OPPOSITION, SUPPORTERS MORE CONFIDENT.

A month ago at this time, odds makers were NOT all that confident that SCA 1, the Traffic Congestion Relief & Spending Limit Act, would pass June 5. The reason for the pessimistic outlook was due to mounting opposition from the CA Building Industry Assn. and individual developers, who saw major flaws in the enabling legislation which would accompany SCA 1 (Prop. 111)...

...But PRO-SCA 1 forces, as well as sources on the other side, say an agreement worked out by Assemblyman Richard Katz (D-Panarama City) has the general support of leaders from the disputing parties. The CBIA will have a series of regional meetings Feb. 28 to Mar. 1, at which time the builders are expected to reexamine their opposition. A source told CALPEEK that progress was suf-

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ficient to PROBABLY recommend a support position for Prop. 111 by the CBIA...

.. The other major group that was voicing major concerns about Prop. 111, the powerful CA Teachers Assn.(CTA), now appears to be moving to at least a neutral position. The situation will become clearer after the CTA's March meeting. Bottomline: SCA 1 supporters say the political situation is "much improved." FYI: This past week U.S. Sen. Pete Wilson(R) gave his formal endorsement to Prop. 111. Stay tuned...

THE POLITICS OF THE ORANGE CO. OIL SPILL.

Editor's note: Here is CALPEEK's analysis of the American Trader oil spill accident off Orange County's coast 10 days ago and its political impact...

...The Feb. 7 spill was and is a MAJOR news media event Statewide, but compared to Exxon Valdez, only moderate in size and economic damage. Bad enough. Regardless, the day after the politicians showed up on the beach en masse, some dressed in what is now called "disaster casual" (a sweater, no coat & tie). They stumbled over each other to make known their political agendas for dealing with this latest incident...

...For gubernatorial candidates Pete Wilson (R) and his two Demo rivals, Dianne Feinstein and John Van de Kamp, it gave each an opportunity to spell out their differences with "Gov. Gridlock," aka Lame Duck Duke. And indeed there are MAJOR disagreements on offshore policy between Deukmejian and the three major candidates. Those differences surfaced when Deukmejian criticized Wilson for this stand in opposition to offshore exploration. As has been pointed, it's NOT the first time these two Republicans have been on opposing sides...

...For supporters of the EPA Initiative, now in circulation for the November ballot, the 390,000 gallon spill was incredible GOOD LUCK. They would be fools to admit this publicly, but the spill was the kind of event which has focused daily attention to their cause. For opponents of the proposed measure, the spill was the worst kind of news. Only another spill before the November election would be worse...

...Opponents of the EPA Initiative have not met since the spill, so there is no new

strategy for dealing with the new set of circumstances. Up to now, they have been targets of EPA Initiative supporters who have been bashing away at food safety and the use of pesticides. Sexy and certainly visual, but NOTHING compared to a spill...

...The accident has certainly put pressure on the CA Legislature to give serious consideration to AB 2603 by Ted Lempert(D-San Mateo), which would impose a 50-cent fee on each barrel of oil imported to Calif., to finance a \$500 million oil spill response fund. The measure also requires tankers operating in Calif. waters to be double-hulled. AB 2603 has a tentative hearing date of Feb. 26 before the Assembly Natural Resources Committee...

...While Lempert's bill sounds attractive in some respects, the 50-cent surtax will certainly cause energy prices to go up. At a time when Californians have yet to curb their energy appetites, this could be costly. Calif. is the WORLD's third largest user of gasoline - behind the rest of the U.S. and the Soviet Union. And Calif. imports about 1 million barrels of oil daily --- most it coming from Alaska. We'll have to wait and see if this bill and others becomes a WEDGE issue in the 1990 legislative elections...

...Does Calif. need its own spill contingency fund? The industry claims to be working on a plan called Petroleum Industry Response Organization(PIRO), with containment equipment placed around the U.S. in strategic locations - Long Beach here in Calif. PIRO needs a fund of \$400 million, which would be collected by the industry over a 5-year period...

...As for double-hulled tankers, this is a very COSTLY proposition, but is not as bad compared to retrofitting existing tankers. A new double-hulled, large tanker costs about \$144 million. A regular large tanker costs \$125 million. The retrofit to convert to a double-hull would cost about \$80 million and takes a large tanker out of operation for up to 2 years. Oil industry sources estimate there are about 3,200 very large crude carriers in operation throughout the world, with 10% having either a double bottom or double hull. Stay tuned...

CAMPAIGN 1990: TALE OF THREE BIG CITIES.

Editor's note: Voters in Long Beach, San Jose and Oakland go to the polls in April and June to elect mayors. Here is a brief report and analysis...

● LONG BEACH - The April 10th election will be the second time a citywide vote for mayor has taken place. In 1988, Ernie Kell won his first term via the citywide vote by a 60% margin over Councilwoman Jan Hall, despite the fact Hall was strongly backed by Long Beach's most famous resident, Gov. George Deukmejian(R)...

...This time the opposition isn't nearly as tough. The best known challenger is Long Beach Councilman Tom Clark, who won his last election with about 51-52%. There are 6 other challengers. Nevertheless, Kell says he's taking no chances. He has again hired Sacto based Directions and media relations pro Jeff Adler to handle his race...

...Calif.'s 5th largest city has an unemployment rate of less than 5%, but the naval shipyard is on the DOD base closing hit list. Offsetting this bad news is the fact that The Walt Disney Co. may build a themepark in the area, and that means \$1 billion in new revenue if this happens. Bottomline: Kell should win reelection without much trouble...

● SAN JOSE - Calif.'s 3rd largest city, with a population over 700,000, has three major candidates vying for the job that now belongs to Mayor Tom McEnery, who by law is limited to 2 terms. The leading contenders are Councilmembers Susan Hammer and Shirley Lewis, and former school superintendent Frank Fiscalini. With the election June 5, Mayor McEnery is NEUTRAL — for now...

...Who's ahead? It depends on which campaign you talk to. Fiscalini has raised more money than Hammer or Lewis (\$225,000 compared to \$146,000 for Hammer and \$95,000 for Lewis), but he ALSO has a rather large debt of \$70,000 and only \$17,691 cash on hand. Fiscalini's campaign is being run by Luke Bright, with Les Francis of the FMR Group in Washington D.C. as chief consultant...

...Best name ID probably belongs to Hammer, who has retained consultants Roger Lee and Carol Beddo, along with pollsters Fairbank,

Bregman & Maullin and media consultant Joe Trippi. Hammer also gets the prize for having the most impressive list of supporters. Endorsements include former San Jose Mayor Janet Gray Hayes; Santa Clara Co. Supes Ron Gonzales and Susan Wilson; U.S. Reps. Nancy Pelosi and Barbara Boxer...

...Regardless, Sacto-based consultant Paul Kinney, who is handling the Lewis campaign, insists the contest is still wide open and could swing in any direction. The polling, done by Alex Evans (for Lewis) shows that voters think the City of San Jose is a well run metropolis. Indeed, few major issues have emerged as yet, but the campaign is still young...

...One issue that could prove volatile is ABORTION. Both Hammer and Lewis are very strong PRO-CHOICE advocates. Fiscalini is trying to avoid the subject, but may be smoked out on his position in the very near future...

● OAKLAND - Business is NOT back to normal in Calif.'s 6th largest city, following the destructive Oct. 17th Santa Cruz earthquake. City Hall sustained major damage and city departments are scattered all over the place in rented buildings. But the BIG ONE did seem to revitalize incumbent Mayor Lionel Wilson's campaign. The former judge is seeking his 4th term in the June 5 race. In contrast to his counterpart in S.F., Wilson was seen as exerting his quiet style of leadership in helping to begin the rebuilding process after the huge earthquake...

...Nevertheless, Mayor Wilson has NOT been able to get his chief rival, Oakland Assemblyman Elihu Harris(D), to reconsider his political options. And it looks right now as if these two are headed for a showdown. And in fact the mayoral field has increased in the past few months. In addition to Wilson and Harris, other serious players include Oakland Councilmembers Leo Bazile and Wilson Riles Jr.; and newcomers Jim Hines, the former Olympic track star; and Dezi Woods-Jones, an admin. at the College of Alameda. All these candidates are set to meet each other in a major debate, 11:30 a.m. to 1:30 p.m., March 9, Oakland Airport Hotel...

...However, it is the battle between Wilson

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and Harris that continues to get attention. In recent months Harris seems to have shifted strategy. Although he has been courting the DOWNTOWN business establishment, recently he has been sounding a anti-downtown theme, pitting downtown Oakland against the NEIGHBORHOODS. It's a risky strategy...

...And for those who like to watch political consultants do battle, the Wilson vs. Harris contests features Richard Ross (for Harris) against Clint Reilly (for Wilson). Stay tuned...

BALLOT MEASURES ASSIGNED NUMBERS FOR JUNE.
The CA Secretary of State's office has assigned numbers to the 13 measures which face voters June 5th...

...Here are the numbers: Prop. 107 - A \$150 million housing & homeless bond measure; Prop. 108 - A \$1 billion transportation bond measure; Prop. 109 - SCA 54, extends the governor's signature period on bills; Prop. 110 - SCA 37, excludes newly constructed handicapped access from property taxation; Prop. 111 - SCA 1, The Traffic Congestion Relief & Spending Limit Act of 1990...

...Prop. 112 - SCA 32 is the legislative ethics and salary package; Prop. 113 - Practice of chiropractic; Prop. 114 - Adds additional classes of peace officers to list of special circumstances murder...

...Prop. 115 - Speedy Trial/Crime Victims Initiative; Prop. 116 - Rail Transportation Bond Act, \$1.9 billion in bonds; Prop. 117 - Wildlife Protection Act; Prop. 118 - The Gary Flynn Reapportionment & Ethics Initiative; and Prop. 119 - The Huening Reapportionment Initiative...

REAPPORTIONMENT IS TOPIC OF MAR. 3 CONFAB.
A conference called "Reapportionment and Its Impact on Political Parties," will be held from 9:30 a.m. to 3 p.m., March 3, at the Weingart Center, Occidental College in L.A. Panelists include Dr. Alan Heslop of the Rose Inst.; Dr. Leroy Hardy, also of the Rose Inst.; and Dr. Daniel Lowenstein of UCLA Law School. Cost is \$10. For info contact Gloria Cornette (213)743-5211...

FORMER GOV. PAT BROWN SET FOR CLUB SPEECH.
Former CA Gov. Edmund G. "Pat" Brown will address members of the Commonwealth Club of CA, 11:45 a.m., Feb. 21, Cabernet Ballroom, Meridien Hotel, S.F. Brown's speech is titled, "Public Justice, Private Mercy." For info (415)543-3353...

L.A. CURRENT AFFAIRS SETS ED AVILA MAR. 6.
L.A. Deputy Mayor Ed Avila and L.A. Times editorial writer Janet Clayton are the NewsMaker/NewsBreaker guest speakers at L.A. Current Affairs Forum, 6 p.m. reception, 7 p.m. dinner, Mar. 6, Beverly Plaza Hotel, L.A. For info, Emma Schafer (213) 559-0555...

NEW JOBS, NEW ACCOUNTS, NEW ORGANIZATIONS.
Editor's note: Here's a brief summary of personnel notes, etc.

- Melissa Warren has been named Media Director for the Secretary of State's office in Sacramento...
- Cerrell Associates, Inc. has returned to its former address at 320 N. Larchmont Blvd., Los Angeles, CA 90004, from temporary location the mid-Wilshire area. The staff returns to a new 3-story building...
- El Dorado Co. Sup. Jack Sweeney has been elected 1990 president of the Regional Council of Rural Counties(RCNC)...
- Tom Fries and Bryan Godbe, both former staffers at Solem & Associates in S.F., have formed Godbe/Fries Communications, 151 Bridgeport Dr., Half Moon Bay, CA 94019, (415)728-3325. The firm will do PR, political consulting and opinion research...

LEGISLATIVE SEMINAR & USC-UNRUH RECEPTION.
It's that time of year again when college poli-sci students and their professors travel to Sacramento for the annual Legislative Seminar, sponsored by the CA Center for Education in Public Affairs. The 1990 seminar will run from Feb. 25-27. For more info, contact Ron Kirkemo (619)221-2258. On Feb. 26, the Univ. of So. Calif. Unruh Inst. of Politics (in conjunction with the Sacto Seminar) will host the Jesse Marvin Unruh Reception, 5:30 p.m. to 7 p.m. at Posey's Cottage, Sacto. RSVPs to (213) 466-3445 or (213)743-8964...